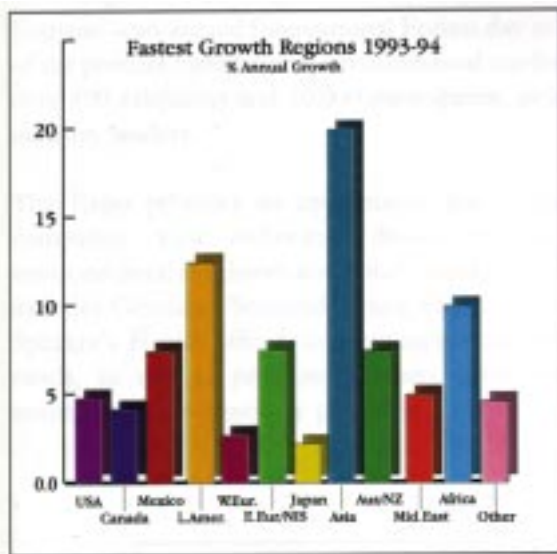


## Section V.

### Access to Export Opportunities



EPA Region I, New England has worked hard to develop new ways to export innovative environmental technologies abroad. With over 30 years of experience in developing technologies to adapt to increasingly stringent environmental standards, the U.S., and New England in particular, is a recognized world leader in developing environmental technologies and expertise such as design and construction services, pollution monitoring and assessment, solid and hazardous waste management, and remediation of contaminated sites.

To effectively compete for export markets and remain internationally competitive, governments and industry in the U.S. must work cooperatively to advance the commercialization of environmental technologies. Supporting

environmental technology exports not only helps build a foundation for sustainable development abroad, but also creates high-paying jobs through environmental technologies exports.

#### Environmental Export and Market Development Activities

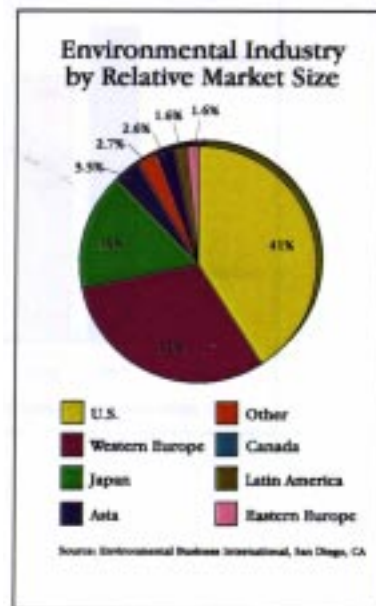
Working in conjunction with EPA Region I's International Activities Program, CEIT assists in planning and implementing trade and technology missions designed to boost the export of New England environmental technologies, products, and services. In partnership with several New England state trade offices, Region I has participated in missions to promising markets in several countries. CEIT also plays an active role in hosting foreign delegations, introducing them to New England's envirotech opportunities. The following activities highlight our efforts to advance the commercialization of innovative technologies both domestically and internationally.

#### Environmental Technology and Trade Missions

Region I participation in international environmental technology and trade missions affords technology providers increased exposure to new markets, opportunities to demonstrate innovative technologies abroad, and expanded access to environmental technology purchasers in government, industry, and business abroad. These missions also allow EPA's New England Office to seek out strategic opportunities for providing environmental technical

"These missions also allow EPA Region I, New England to seek out strategic opportunities for providing environmental technical assistance, as well as highlight the linkage between environmental protection objectives and innovative environmental technologies."

— John Haederle, International Activities Director, US EPA New England



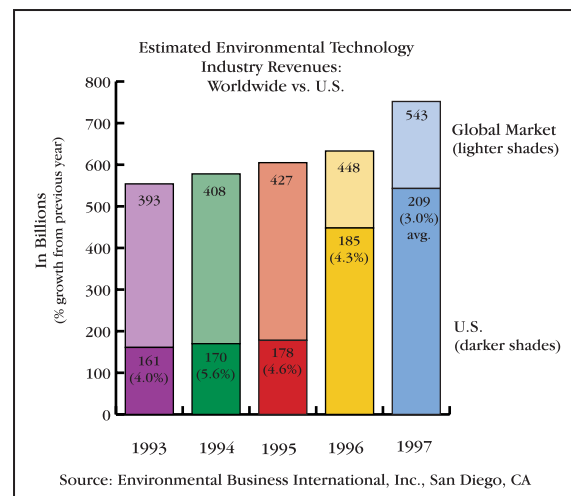
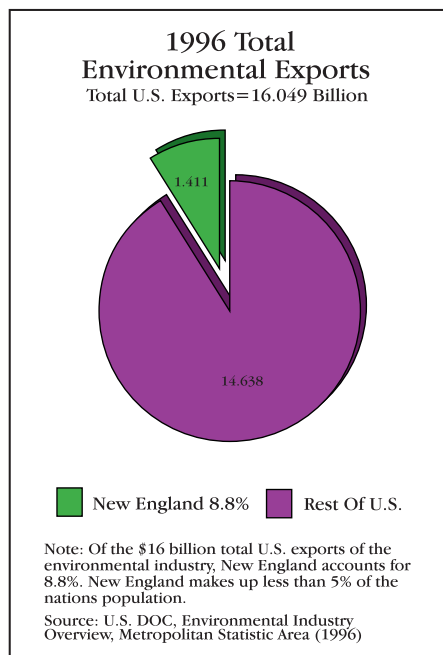
assistance, as well as highlight the linkage between environmental protection objectives and innovative environmental technologies. To date, EPA Region I has led or participated in environmental technology and trade missions to Portugal, Poland, Lithuania, Brazil, and the Czech Republic.

EPA's participation in a trade mission to Portugal resulted in real opportunity for two companies: C.T. Male, a full-services engineering firm, was awarded a contract with the Portuguese Ministry of Environment to review Environmental Impact Statements for a regional incinerator project; and Modern Continental Construction Company, a Cambridge, Massachusetts based construction firm specializing in environmental and urban infrastructure, formed a joint venture partnership with a Portuguese environmental company to perform work in Brazil.

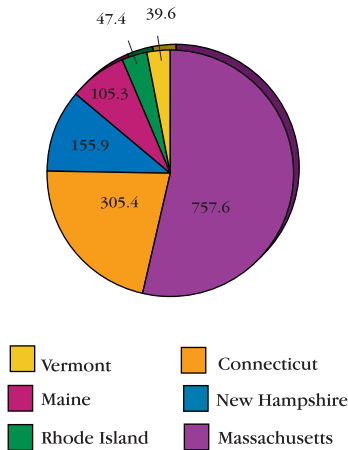
### International Forum - New England Environmental Exposition

EPA Region I, New England has developed – with the New England Environmental Business Council, New England – an annual International Forum day at the New England Environmental Expo. Recognized as one of the premier international environmental conferences and expositions in the United States, the Expo attracts over 400 exhibitors and 10,000 participants, including an ever-expanding list of international environmental industry leaders.

The Expo provides an opportunity for international participants to strengthen partnerships with U.S. companies, view technology demonstrations, expand their export activities, and discuss emerging environmental regulatory and policy issues. In 1997, we had participation from a growing list of countries that includes Germany, Scotland, Brazil, China, Taiwan, Canada, Poland, Finland, and Japan. The International Speaker's Forum affords country representatives the opportunity to present their country's environmental



**Environmental Exports By State**  
In Millions Of Dollars



Note: New England accounts for 5.36% of total U.S. environmental industry revenues.  
Source: U.S. DOC, Environmental Industry Overview, Metropolitan Statistical Area (1996)

needs, as well as promote business development and joint venture opportunities with potential U.S. environmental technology providers.

### **Joint Technology Cooperation Agreement - Brazil**

EPA Region I, New England, in partnership with EPA's Office of International Activities, is implementing a technology cooperation agreement with Companhia de Tecnologia de Saneamento Ambiental (CETESB), the lead environmental agency for Sao Paulo state. Building on an existing framework environmental agreement on technical cooperation, EPA Region I, New England is developing an assistance and training program that will provide CETESB with EPA technical expertise, training, and environmental exchange activities associated with pollution prevention and cleaner production technologies.

## Case Study for Section V

### Bardon Trimount:

### Taking Advantage of the International Market

Bardon Trimount, a Stoughton, Massachusetts based environmental services company, offers clients expertise in the solidification and stabilization of asphalt and concrete products, and has developed an innovative, low-cost method of recycling soils that contain petroleum, tars, and other contaminants. Bardon Trimount has formed a joint venture partnership, AEA LandRec, with a U.K. partner to facilitate the import and licensing of their technology in Eastern and Western Europe. This joint venture was formed after Bardon Trimount's participation in an EPA led technology demonstration mission to the Czech Republic, known as *ETI Prague*.

*ETI Prague* was an innovative approach to international trade missions which allowed U.S. vendors of innovative groundwater remediation and site characterization technologies the opportunity to showcase their products at an industrial demonstration site. The purpose of the project was to have real time demonstrations of technologies in action at an actual remedial site. demonstrate U.S. environmental cleanup and analytical technologies in the Czech Republic to address environmental damage, and help U.S. environmental technology vendors enter the global marketplace. The Deputy Regional Administrator for Region I delivered the keynote address at the technology conference. Region I worked closely with the Environmental Business Council - New England and EPA's Office of Technology Evaluation on this project.

After participating in the EPA-supported ETI Technology Conference in Prague in mid 1997, Bardon Trimount established contracts with three separate Czech environmental and hazardous remediation companies to license the use of their technology. For David Peter, Bardon Trimount's General Manager for Environmental Services, EPA's role in sponsoring and hosting the conference paid huge dividends for his company. "This conference provided us the opportunity to present our technology to potential buyers in the best possible light -- with the perceived support and backing of the U.S. government. It opened doors for us in a way that we would not have been able to do on our own". AEA LandRec has plans to expand into Hungary, Poland, and Western Europe.